

Recall -- Firm Press Release

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The Kraft Heinz Company Expands Voluntary Recall of Wrapped American Slices

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FOR IMMEDIATE RELEASE – September 3, 2015 – Northfield, Ill. – The Kraft Heinz Company is expanding the voluntary recall of select code dates and manufacturing codes of individually-wrapped American slices due to the possibility that a thin strip of the individual packaging film may remain adhered to the slice after the wrapper has been removed. If the film sticks to the slice and is not removed, it could potentially cause a choking hazard.

The original July 31, 2015 recall has been expanded. This product list below is inclusive of the previously recalled 3 LB and 4 LB sizes of Kraft Singles American and White American pasteurized prepared cheese product with a “Best When Used By” date of 29 DEC 15 through 04 JAN 16, followed by the Manufacturing Code S54 or S55.

Only products with the S54 and S55 codes, which refer to the two production lines on which the impacted product was made, are included in this recall. The “Best When Used By” Date and Manufacturing Code are stamped on both the outer box and the individual packages.

The voluntary recall is expanded to include the following varieties of Kraft Heinz American slices in addition to the original recall:

Product	3 or 4 lb Sell Unit	Best When Used By Code Date	1 lb Package	Best When Used By Code Date
	3 or 4 lb Sell Unit UPC		1 lb Package UPC	

4 LB Kraft Singles American	13 DEC 15 S54 through 18 FEB 16 S54	13 DEC 15 S54 through 18 FEB 16 S54
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AND

13 DEC 15 S55 through 18 FEB 16 S55	0 2100063360 9	No UPC - Clear film
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3 LB Kraft Singles American (Three - 1 LB packages)	14 DEC 15 S54 through 18 FEB 16 S 54	14 DEC 15 S54 through 18 FEB 16 S54
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AND

14 DEC 15 S55 through 18 FEB 16 S55	0 2100060491 30	2100061526 1
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3 LB Kraft Singles White American	12 JAN 16 S 54	12 JAN 16 S 54
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AND

12 JAN 16 S 55	0 2100061582 70	2100061527 8
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4 LB Kraft Singles White American	12 DEC 15 S54 through 13 FEB 16 S54	12 DEC 15 S54 through 13 FEB 16 S54
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AND

12 DEC 15 S55 through 13 FEB 16 S55	0 2100063448 4	No UPC - Clear film
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1 LB Kraft Singles	NA	24 JAN 16 S54 through 06 FEB 16 S54
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AND

24 JAN 16 S55 through 06 FEB 16 S55	NA	0 2100061526 1
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1 LB Kraft Singles White American	NA	11 JAN 16 S54
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AND

11 JAN 16 S55	NA	0 2100061527 8
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3 LB Kraft Singles American (72 individually - wrapped Singles in cardboard carton) 09 DEC 15 S54 through 19 FEB 16 S54 NA 0 2100060491 3No UPC - Clear film

3 LB Deli Deluxe Kraft American Single 21 JAN 16 S54 through 02 MAR 16 S54 21 JAN 16 S54 through 02 MAR 16 S54

AND

21 JAN 16 S55 through 02 MAR 16 S55 0 2100001386 9No UPC - Clear film

The following varieties of Kraft Singles products are part of the original recall:

Product	3 or 4 lb Box Best When Used By Code Date	1 lb Package Best When Used By Code Date
	3 or 4 lb Box UPC	1 lb Package UPC

4 LB Kraft Singles American	29 DEC 15 S54 through 01 JAN 16 S54	29 DEC 15 S54 through 01 JAN 16 S54
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AND

29 DEC 15 S55 through 01 JAN 16 S55 0 2100063360 9No UPC - Clear outer wrapper

3 LB Kraft Singles American	30 DEC 15 S54 through 04 JAN 16 S54	30 DEC 15 S54 through 04 JAN 16 S54
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AND

30 DEC 15 S55 through 04 JAN 16 S55 0 2100060491 30 2100061526 1

3 LB Kraft Singles White American	02 JAN 16 S 54 through 03 JAN 16 S 54	02 JAN 16 S54 through 03 JAN 16 S54
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AND

02 JAN 16 S55 through 03 JAN 16 S55 0 2100061582 70 2100061527 8

4 LB Kraft Singles White American	02 JAN 16 S 54	02 JAN 16 S54
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AND

02 JAN 16 S55 0 2100063448 4No UPC - Clear outer wrapper

No other sizes, varieties or code dates are included in this recall. And no products with manufacturing codes other than "S54" and "S55" after the code date are included in this recall.

Kraft Heinz is taking this action as a result of two new consumer complaints of choking in connection with the packaging issue.

Approximately 335,000 additional cases of the recalled product were shipped by Kraft Heinz to retailers in the U.S. and Puerto Rico, Anguilla, Bahamas, Belize, Bermuda, Cayman Islands Grand Cayman, Netherland Antilles, Saint Kitts and Nevis, South Korea, St. Lucia, and British Virgin Islands.

Consumers who purchased this product should not eat it. They should return it to the store where purchased for an exchange or full refund. Consumers in the U.S. and Puerto Rico can also contact Kraft Heinz Consumer Relations for a full refund, at 1-800-432-3101, Monday through Friday, 9 a.m. to 6 p.m. Eastern Time.

About The Kraft Heinz Company

The Kraft Heinz Company (NASDAQ: KHC) is the third-largest food and beverage company in North America and the fifth-largest food and beverage company in the world, with eight \$1 billion+ brands. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company's iconic brands include Kraft, Heinz, ABC, Capri Sun, Classico, Jell-O, Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon, Quero, Weight Watchers Smart Ones and Velveeta. The Kraft Heinz Company is dedicated to the sustainable health of our people, our planet and our Company. For more information, visit www.kraftheinzcompany.com.